

ORDER



Orders
Order / Rev: 706124
Alt Order #:
Product Desc:
Estimate:
Flight Dates: 08/14/12 - 08/20/12
Original Date / Rev: 08/13/12 / 08/13/12
Order Type: Political

WKYC

Primary AE: Denel Kizler
Sales Office: WKYC
Sales Region: LOC

Agency
Name: Strategic Media Placement/ POL
Buying Contact: Nicholas Everhart
Billing Contact:
 7669 Stagers Loop
 Delaware, OH 43015

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Mandel, J/ US Senate
Demographic: A25-54
Product Codes: PL-US Senate
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/20/12	50	\$51,950.00	\$44,157.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	50	\$51,950.00	\$44,157.50	0.00
Totals	50	\$51,950.00	\$44,157.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Denel Kizler			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKYC	08/14/12	08/20/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	-----	:30	0	\$650.00	P-1	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--- 1---		1				\$650.00		0.00			
		Week: 08/20/12	08/26/12	1-----		1				\$650.00		0.00			
N 2	WKYC	08/14/12	08/20/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	-----	:30	0	\$850.00	P-1	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-- 1- 1--		2				\$850.00		0.00			
		Week: 08/20/12	08/26/12	1-----		1				\$850.00		0.00			
N 3	WKYC	08/14/12	08/20/12	M-F 7-9a Today Today Show	CM	7a-9a	-----	:30	0	\$850.00	P-1	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	- 1- 1---		2				\$850.00		0.00			
		Week: 08/20/12	08/26/12	1-----		1				\$850.00		0.00			
N 4	WKYC	08/18/12	08/18/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	1	\$850.00	P-1	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S-		1				\$850.00		0.00			
N 5	WKYC	08/19/12	08/19/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----S	:30	1	\$850.00	P-1	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S		1				\$850.00		0.00			
N 6	WKYC	08/14/12	08/20/12	M-F 9-10a Today II	CM	9a-10a	11-----	:30	2	\$375.00	P-1	0.00	NM	2	\$750.00

WKYC

Order / Rev: 706124
 Alt Order #:
 Flight Dates: 08/14/12 - 08/20/12

Advertiser: Mandel, J/ US Senate
 Product Desc:
 Estimate:

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N18	WKYC	08/14/12	08/20/12	EN (M-F) EN (M-F)	CM	6p-730p	11--1--	:15/:15	3	\$1,800.00	P-1	0.00	BK	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--1-1--		2				\$1,800.00		0.00			
		Week: 08/20/12	08/26/12	1-----		1				\$1,800.00		0.00			
N19	WKYC	08/14/12	08/20/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	-1-1--	:15/:15	2	\$2,800.00	P-1	0.00	BK	2	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--1-1--		2				\$2,800.00		0.00			
		Week: 08/20/12	08/26/12	-----		0				\$2,800.00		0.00			
N20	WKYC	08/14/12	08/20/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	-1-----	:15/:15	1	\$650.00	P-1	0.00	BK	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--1----		1				\$650.00		0.00			
		Week: 08/20/12	08/26/12	-----		0				\$650.00		0.00			
N21	WKYC	08/14/12	08/20/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:15/:15	1	\$850.00	P-1	0.00	BK	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S-		1				\$850.00		0.00			
		Week: 08/20/12	08/26/12	-----		0				\$0.00		0.00			
N22	WKYC	08/19/12	08/19/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:15/:15	1	\$850.00	P-1	0.00	BK	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S		1				\$850.00		0.00			
N23	WKYC	08/14/12	08/20/12	M-F 9-10a Today II Today Show II	CM	9a-10a	---1---	:15/:15	1	\$375.00	P-1	0.00	BK	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	---1---		1				\$375.00		0.00			
		Week: 08/20/12	08/26/12	-----		0				\$375.00		0.00			
N24	WKYC	08/14/12	08/20/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	1-1----	:15/:15	2	\$250.00	P-1	0.00	BK	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--1----		1				\$250.00		0.00			
		Week: 08/20/12	08/26/12	1-----		1				\$250.00		0.00			
N25	WKYC	08/14/12	08/20/12	M-F 3-4p The Doctors	CM	3p-4p	----1--	:15/:15	1	\$350.00	P-1	0.00	BK	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	----1--		1				\$350.00		0.00			
		Week: 08/20/12	08/26/12	-----		0				\$350.00		0.00			
N26	WKYC	08/14/12	08/20/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	1-1----	:15/:15	2	\$1,200.00	P-1	0.00	BK	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--1----		1				\$1,200.00		0.00			
		Week: 08/20/12	08/26/12	1-----		1				\$1,200.00		0.00			
N27	WKYC	08/14/12	08/20/12	M-F 730-8p Entertainment Tonight	CM	730-8p	-1-----	:15/:15	1	\$1,200.00	P-1	0.00	BK	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--1----		1				\$1,200.00		0.00			
		Week: 08/20/12	08/26/12	-----		0				\$1,200.00		0.00			
N28	WKYC	08/14/12	08/20/12	Tonight Show Tonight Show	CM	1135p-1237a	---1---	:15/:15	1	\$600.00	P-1	0.00	BK	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	---1---		1				\$600.00		0.00			
		Week: 08/20/12	08/26/12	-----		0				\$600.00		0.00			
													Totals	50	\$51,950.00